

ABSTRACT

[0062] A system for the facilitation of direct response to conventional advertising and other media, initiated by a mobile subscriber to a wireless network, using a dial keypad on a mobile device, is disclosed. The system allows the subscriber to easily reply to a call to action and to be engaged in a dialogue with a service server or representative in a manner that dynamically matches the capabilities of the subscriber's device and the service requested. The system is implemented without any modifications to the wireless device or network.